

2 Hands Made This - Ep 19 – She Doesn't Sell Nail Polish...She Sells Confidence - Pam Rodgers of Stella Chroma

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Hey there, Pam, welcome to two hands made this.

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Thank you for having me.

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I'm excited to have you on for Well, for many reasons. First of all, I love Scylla Chroma. And since the pandemic, I had had acrylic nails for years. So you know, I was going to the I haven't bought a nail polish in forever. Well, I don't have anything on anymore. Like, I can buy nail polish again. So there's that. Um, yeah.

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Yeah, hey,

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yes.

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I know, we have a little bit of a Blippi connection here. So we'll work around that. But you know, I love you know, where you've come from and how you've done this business? Because, I mean, you're a maker that you've changed you pivoted, you know, you have a story that we just talked about, about your trademark. So can we start with your kitchen table epiphany, what brought you to this?

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So, I am a nurse practitioner, who is a reformed nail biter. Because once you go through nursing school, you realize how gross it is. And I used nail polish as a way to motivate myself to not bite or pick up my nails. And my collection was quickly growing. And I followed a few blogs, and I discovered this thing called indie nail polish. And I thought, Well, that sounds fun. So, so I started doing research, and I bought some supplies. And I quickly learned that the Hobby Lobby glitter that you buy melts and turns gray and nail polish base. So um, so yeah, there was a lot of there was a lot of trial and error. And I finally found good stuff, and started making my own kind of fun colors that I wanted to find but couldn't

find at the store. And other people in my everyday life started noticing. And I they started asking about buying it from me. And so my original company paint box Polish was born. And that was in 2012.

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That's right, paint box polish. That's right. That was name.

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Yes. Yeah. And so I really came at it as a hobby for a while and like would just reinvest the money that I bought that I earned from selling into more supplies. And then it started growing. And then I decided and then I started learning about how businesses should really run. And and so I decided that I needed to trademark My name because I was gonna really do this legit. And when I googled how to do a trademark search, I discovered that a salon in new york city owned the trademark for paintbox

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Oh,

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yeah. And so luckily, at that point, I was small enough that I was flying under the radar. And I could get by for the couple of years that it took me to completely do my oil and gas year and some change that it took me to do my rebrand because at any point those folks could have sent me a cease and desist letter and I would have had to have which probably would have just shut me down. I would that would have crushed me.

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Oh, God. Yes. And I'm, I'm so glad we're talking about this and talking about this first, you know, because so many people and that you recognize I mean, that you look that you recognize this, there's so much go on with their brands thinking it's all good, nothing will ever happen. And they do get shut down. They do you know, somebody finds out there's a trademark, you know, the cease and desist letters come and and it is crushing. You know, just think of all this hard work and all the money right? And labels and marketing and all that other stuff that you have to change and rebrand. So what was like? Well,

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I I was taking I took it as a sign that shortly after I had decided okay, I need to like do this legit. Um, I took it as a sign when I saw an advertisement for Lila Barker from lucky break consulting Brickhouse in class.

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Yeah.

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And I thought, okay, if we're gonna do this, then we're gonna do this. And so, so I worked through her course, which was absolutely amazing. Yeah. Between the college between just the knowledge that she gives you and the connections that you make in the class, like with other people going through it.

And the resources that she has at her disposal to share with you are amazing. So that's how I found my designer, because I quickly accepted the fact that I know nothing about design, I can really make some pretty colors, but I don't know anything else. And I was I had banked enough because I've never taken loans or anything. It's been bootstrap since day one. And I had enough banked that I was able to plunk down money to get a good designer to do good brand rebrand for me. And so she did that and came up with a name. I hired a an attorney who worked in the beauty space, who had done a trademark for another person that I know, to do my trademark. And she because also trademarking is complicated, and I didn't want to stop. And so we had gone through the process, and she had done a search and said, Okay, we're fine. And I plunked down 12 \$100. And then I got an email from her several months later, telling me that it had been contested, because there was another brand that had a similar trademark already. And she would be glad to fight that for me, if I just plunked down another, you know, 1000 or so dollars. And I was like, No, no, I'm not, I'm not gonna do that. Um, and so I kind of held off on things for a while, and proceeded to find another name, and went forward with the brand because I just put everything on hold for a while.

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Yeah,

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went forward with the brief rebrand. And then I found the amazing Andrea Evans, who is not a beauty attorney, but a trademark attorney. And that is all the difference when you need a trademark. Go with someone who knows trademarks. And that woman knows them forward and backwards. So so she got my trademark for me. And Stella Chroma is here. And I love it. And it's my,

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and it's yours, and it's all yours, nobody can take it. And, um, you know, again, so important to look at that and understand how, like, if you're really, you know, if you're being a hobbyist, that's one thing, but if you're going all in, and you do need to be legit, and these are things that I mean, your sound really right, I mean, and then luckily you discovered this early on that you knew you needed to do that. So and so it is foundational, it's absolutely foundational and everything rides on it. I mean, really, you know, your again, your branding, your your, your labels, your marketing, everything rides on that. So how did you come up with Stella Chroma?

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That was actually my designer that did that. Because when I when the original second brand name was shot down, like I was just spinning wheels, and I couldn't come up with anything and I knew I just, I was beating my head against the wall. So I was like, venting to her about it. And she was like, Well, if you want I can I can help you with that. And again, like pay people to do things that you can't do. So, you know, she already knew my ideal customer. She already knew everything because because I had I had done all of that work in Brickhouse branding and had transferred that pile of stuff that I had from there to my designer and Erica pulled things together and sent me a list of like, eight, I think different brand name potentials. And I had narrowed it down to two or three that I really liked. And then I bounced those off of several people and had it down to a couple. And then I ran those through Andrea who did a search for me. And she said, Stella Chroma free and clear, you'll get that one. The other one. That at

the time, I kind of liked more. And ironically, I can't even remember what it was now. Um, had some potentials for someone to contest it and I was like no

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no, that already with the last

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Okay, no ran from that one. So and now man I just I love Stella Chroma. I love the I love the logo that Erica firm came up with for me, she was my designer. And she had said, you know that that the A lot of my polishes had already from paintbox polish, had kind of like a star he celestial nature kind of theme. So Stella is like Star. And then roba Chroma is the Greek word for the ancient Greek word for color. And I'm Greek, so had to perfect. Yeah, well, not Greek. I'm American, but my my grandfather came over on a boat

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from your ancestry. Oh,

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yeah. So I thought that's perfect.

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Oh, that is such a, I love hearing stories like that, like how people come up with the names for their businesses. Because, you know, a lot of times, like you said at first, you know, they're one way and then as they they transform into this helped other names that are just absolutely perfect. You know, and it's just that is so cool.

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Yeah, and it all just clicks and it comes together. And it really makes if you're, if your name and your branding and your foundational stuff, all matches and is cohesive, then it makes all of your messaging and your marketing and your like, it just gives you such a clear vision. It makes it so much easier.

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It really does. It really does. So, so Leah, let's now that you're talking about that, let's get into the whole marketing thing for sure. Chroma is that's what we're talking about, you know, and we're gonna, you know, we want to hear the ugly cries of campaigns that you've tried that haven't worked out so well because, you know, you know, you go on social media to go anywhere else and it all looks like life is fantastic, but behind the scenes, you know, which is why I'm glad you also talked about the trademarking it's not always easy you know, there's work behind it same when it comes to campaigns you feel like Oh, god, I'm done. I don't want to do this anymore. But you keep going with those after those failed campaigns and then you get those sweet moments those campaigns that really do work so I do want to dry dive into those like you know, what have you tried what has failed? What has worked?

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Yeah, so like with mine, thankfully, I'm knocking knocking on mobile office truck doors here. I have not had a terrible lot of ugly cries with Stella Chroma because I think I had those with paintbox polish.

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Early on Yes.

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Because initially you know when it comes to colors and nail polish and incense because I make cuticle oils and sugar scrubs too. I was coming at it all from a this is what I like and this is what I want and and so I'm gonna make this perspective. And I think that you know, if you're doing it as a hobby, if you're doing it for fun, then sure do what you want and and roll with it. And you know, there were a few colors that I prepped and did all the stuff for and then turned around and in the first six months that they had released, I sold two bottles. Oh no and and there's a lot of time and effort and money spent in photography and development and pigments and supplies. So I especially after the rebrand I have now decided that when you are making your product for your ideal customer, not for you realize that there are some things They may like that you do not

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salutely? And don't you find that that's probably one of the things as you're moving from, you know, like this, this newer business into, you know, becoming a full fledged business and moving on and growing and whatnot, that you realize that you are not your ideal customer. yet.

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Yes, I think we all kind of have to start there. Because to start your business, it's got to be because it's something that you want or that you're interested in. I mean, I suppose it doesn't have to, but I feel like most of us start that way. It's something that we want we need.

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Definitely, especially in the maker space, you know, when you're talking about whether it's skincare, skincare, skincare or polish, or candles, or, you know, leather bags, or whatever it Yes, your eyes because there was something missing that you figured, hey, I can do this.

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Yes. And then as you grow your audience through, you know, your social media and your newsletters and your ads, you realize that, that there are more people out there than just what you want. So you kind of shift a little bit. And that was, that was a lesson. A lesson that I learned I'll I'll make a confession here that I've only confessed to my husband and a few of the bloggers that I work with. I just released a collection on March 26, called the spring skies collection. I did not like it. Oh, there was one Polish Fairweather cumulus. I love that color. The other three I was not feeling like I had to basically force myself to make it because as a Polish company that is being ran as a business, you pretty much have to put out colors seasonally, like a few times a year. And I was just not. I didn't feel the inspiration. I was not feeling like making the color. I think because we were hitting that year with the pandemic thing. I was just in a funk. And so I created these colors just with like, I have to put something out there. They're not ugly. You know, it's, they're popular finishes. Here it is. It'll be fine. But I still did not love it.

And it's my best release to date. Sold, like crazy. So, you know, and none of them are colors that I would wear. Well excited aside from the one. So you, eh, businesses funny.

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Oh, it is it's so funny. We think we make things you know, as you know, and especially right as a maker, I mean, you get inspiration or not, whatever, whatever, you know, you have to make some right you can you can make all day long, you know, 20 3040 different items. Yeah, yes. And then you realize to like, again, maybe I shouldn't do that.

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Yeah, yeah. And it's been really nice too, because now you know, it's hitting the customers and they're starting to take pictures of their manicures. And they're sharing them on my Facebook page. And they're sharing them on my Instagram page. And they're emailing them to me, and I'm able to, you know, reshare those out, you know, amongst the social media feeds and things. And so then that's generating even more sales because I think for my products, especially customers appreciate seeing them on nails that aren't perfect. And in lighting that's not perfect. And things like that. So you know, those shots of the color that I send away to my bloggers and swatches, that's my bread and butter, because my nails don't look like that. And I can't take those pictures. But I do sprinkle in you know, the reshares of customers because I think that creates a connection with them. Yes. And then other customers see like, Oh, look, those nails are a little bit you know that index finger is shorter than her ring finger. And you know, there's a little bit of the Polish doesn't go all the way to the cuticle but that's how it could look on my hands.

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Mm hmm. I love it.

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Yeah, so that's that's been something that's kind of grown my love for this collection because it's getting a lot of good feedback and I'm it's kind of nice to see it on other people's hands and be able to share it and things like that.

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So then that those that's definitely like some sweet success as far as when it comes to social media because you know, let's Talk about that for a second, too. I know so many people, you know, have such a hard time getting traction on social media, you know, what works doesn't? What are the trends? Um, and what you're saying is, I mean, you kind of follow in did your own thing. And, you know, being the copywriter that I am the tester that I am when it comes to, you know, what works and what doesn't. One of the things that I'm working with a client, we found out that photos of real people using your products convert better. So you're really seeing that And plus, yeah, like, it's a connection. I don't I don't have to be a supermodel with with supermodel hands.

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Being able to wear these colors? Yes. It doesn't matter what size you are, it doesn't matter what color you are, it doesn't matter. It doesn't matter if you're a male or female, I've got males that that wear my

nail polish. Oh, sure, literally, if you have fingernails, you can wear it. And, you know, I think that you know, going from that vein, it does, it does create that connection. And it does, you know, make a customer look at it from a different perspective. And it kind of gives them a way to see like, oh, that could look like that on me.

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Totally, though only, you know. And that's kind of how I do as far as you know, when we're talking about writing messages. I mean, your photos are like that to your writing your messages. You know, we do what's called voice of customer gather voice of customer data. That's like, gathering information that like what are your people seeing feeling thinking? So when they read your message, it feels like you're already in their head that like, Hey, I was just thinking that. So, you know, like you said, you're doing the photos and having your customers do that. It's the same thing visually?

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Yes, absolutely. And you learn like you, you if you pay attention, you learn like what kind of things are my people because because even though I say it doesn't matter what color it doesn't matter what gender It doesn't matter what size, not everyone is my customer, I have a very specific sect of people that are my customer. And I know that and i and i think of every caption of every repost of every newsletter, I think of it from the brain of my customer, because you can't, not everybody wants to drop \$13 on a bottle of Bosch. And you get dollar. Yeah. And you get to learn what does what does my customer respond to. And I can take what might be a great photo of a great nail polish, and I can you know, put a put a spin on the caption or I can link it to a different post in a newsletter, you know, there are things that I can do with that content that will that will tweak it even more, you know, and you if I like, if you pay attention over time you learn that? And you know,

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yes, definitely. And the fact that you are paying attention. You know, I think that's probably some of the hardest things about marketing is paying attention. Like what do you pay attention to? You sure you can listen to all the trends out there? and Pam, you can probably do the same thing as far as, hey, what are the trending colors this year? Maybe I should do that, too? What? You know, you're probably and I certainly find this with indies and other artisans making, you know, really cool products is you? I don't know, we can't go by those trends. We need to like follow what our people want.

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Right? Yes, absolutely. Because honestly, the the person that wants to buy an indie made product is not the person who is shopping at Walmart. Right? And because of numbers, a lot of those people shape trends. So you can't just go by the trends because it won't reflect on what you do.

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I love that you said that. This is just such an interesting conversation. Because, again, you're bringing up things that a lot of times, we don't think about or you know, they're in sort of in the back of our minds, but you know, you're really talking, you dove into this and how you're really listening and really understand your people. So, um, so what are some of these marketing? I mean, I have so many questions, but what are the things first that you know, you're really hearing or your people are saying,

and then how are you translating that into your marketing? So you said social media, you have your newsletters, you know, things like that. Yep.

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One of the things like nail polish is kind of a weird thing. In this day and age, because, um, you know, we're all about the clean beauty and green beauty and non toxic and things like that. And, and, you know, my polish is purposefully made without, you know, the awful carcinogens that were in polishes, you know, 1520 years ago. But in the end, it's paint, you know, like, like, you can't, it's not organic. It's not the greenest thing around. It's a great, it's as green as I can make it. But just so I feel like so much of the

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talk.

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There's actually a great post on Instagram that I read yesterday from her name's Danny, authentic. And she was talking about how you know, a lot of the companies these days and these are v are not. Not big, mainstream beauty companies, but certainly bigger than like the indie companies touting the green beauty, clean beauty, blah, blah, blah, stuff. But then when you actually look at a lot of their ingredients, some of their ingredients are not linked.

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So get me started on that. Right?

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Yes,

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so is it a stand on a soapbox and talk about that? Because which is what I love that indie products do one way or the other stand on a soapbox and either, you know, help you figure out what's in it. What you should be looking for, like you said in a nail polish jeans.

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Yeah,

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yeah, it's but it's, it's better for you than the a lot of the other stuff that's out there if you're going to paint your nails.

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Right, right. So So yeah, I've been paying a lot of attention because a lot of my a lot of my customers are into that kind of thing. But I have to be loud about the fact that yes, I am big for Big Five free. I'm parroted periban, free, I'm cruelty free. But I have purposefully not jumped on the official clean beauty

train because I feel like that's not I don't feel like I fit there. Yeah, you know, no, but but I but I have a place amongst the people who want that.

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And that makes that as something really super important to again, because and that you're authentic, authentically talking about it and just saying, Hey, you know, this is what it is, you know, you're not trying to tell that Oh, hey, I you know, you're never gonna find, you know, you're the Big Five free, which is great, but you're not, you're not calling it something that's not

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like, I'm not gonna name any brands or anything here. But I'll say that there are some brands I have seen brands advertising themselves as being big 12 free. And I even saw a big 15 free. And and when I see that my my hackles kind of go up. And I'm like, What? And and so I clicked through and looked and read and when I found the list of things that they said were not in their nail polish. It was things that aren't in any nail polishes. I thought well, according according to this list, I could say that I am big 15 free to because my Polish doesn't have any of that stuff. But I don't do that because that feels shady and dishonest and capitalizing on someone who who will look for buzzwords but not really understand what those words mean. And and that's just not who I am. I don't want to I don't want to get a sale from something like that. Because that feels ugly.

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It does feel ugly. I'm totally with you on that. I can't tell you how many articles we've all read it you know, up and down that way. Whether it's you know the ingredients and nail polish the ingredients in diapers, the ingredients in skincare for Yeah, it's Yeah, it's Yeah. You know, and I hate to say it's good marketing because I don't even consider that good marketing.

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I was just going to say that's marketing tactics, but don't do those y'all because those are not good ones.

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Yeah, don't do those ones. Yeah. What's the good way to do that? So, so so one of the things you said on our chat before we hit record was and I love this that Stella Chroma because, you know being you're also a nurse practitioner with COVID. With last year it was a, I can't even imagine how tough that was. But you said something that stellar Chroma basically went on autopilot last year. But you, basically, you worked your butt off, and all your marketing and all your things to make it feel like it's on autopilot. So can you talk about that? Because I know a lot of people sometimes say, Oh, you know, it looks like she doesn't have to work or she's everywhere how much work but when you do the right kind of work? You can sometimes when something like that comes up that changes lives. Yeah.

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Yeah, it that, that COVID has rocked our worlds. And, and, you know, I've been doing this long enough. And I know what works because I've paid attention. And I've done the work that I was able to, you know, just kind of put my head down and plow through and completely like aside from launching new

stuff. Stella Chroma really and truly has been on autopilot for the last year. Because I've got my system, I've got, you know, my my plan, Ali, I don't know if I'm pronouncing that right, but my auto post schedulers, and I've got my newsletter templates, and I've got things that I can just, I can I can plug content in and push it out to stay in front of people. And yeah, that's like, you know, going to work every day because I do I work as a nurse practitioner 40 hours a week, I would do for 10 hour days. And you know, I wake up at 5am every morning, and still Accra is five to seven and then I get dressed for work and I go to work and I come home and depending on what's on the docket, I sometimes take an evening off, but sometimes I'm working on stellar Chroma until 10 or 11. Again, and there was so much just put your head down and go through the motions and get through this and get it done. Because I mean, nobody thought in February of 2020 that this would still be happening. You know, a year later. No, so yeah, it was a it was a welcome distraction for me, because I was able to say, you know, hey, these people, these people still want nail polish and they're buying this stuff. And they're, you know, I get to come home from doing this difficult day job where I'm having difficult conversations all day long. And I can just focus on pouring out these pretty bottles and wrapping up this pretty package and sending it to someone so that they can feel good. Like they've done something for themselves and given themselves a gift when this box that I poured my all into

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arrives to them. Oh, I love that. Yeah. Because Because we all know how important it is to take care of ourselves. And and if if we haven't learned anything this past year is how important it really is to take care of ourselves. Whether you know, not just physically health wise, but even even things like polish. You know, I know I'm a reformed acrylic nail where and after after a year my nails are finally in a place where like, Oh my god, they don't look so bad. buy new nail polish. Yeah, makes me feel good.

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Yes.

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Just Yes.

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And that's my thing. Like I tell people all the time I don't sell I don't sell nail polish. I sell confidence. Because Because when your nails are done, and when they look nice, you hold your head higher. You walk with your shoulders back, you just feel like you can do more. Because your your hands are nice and if you're like me you you talk with your hands like my hands are flying everywhere right now even though there's no video of this. I just need I know. I just do and and you know so yeah, I mean nail polishes the product but that's not that's not what I sell.

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Absolutely. I that's probably one of the My most favorite lines, I don't sell nail polish I self confidence. Yeah, that may be the title of this episode. There you go. All right, then. So let's talk about, because I know, you know, when we start talking about this stuff we can, you know, there's so many things we could talk about. But as we start winding up here, what have been some of your, you know, especially as you're growing your foundational marketing, things that you've done, because you mentioned social

media, you've mentioned, of course, your newsletter, you've mentioned ads. So So what does that look like for you?

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Um, what do you mean? What does that look like? Well, like,

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you know, what is your What does your marketing plan look like? I mean, do you? Are you mostly through social media newsletters? And what's the, they play? Like the ads? Like, how have they converted for you? So, um,

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I have done in a habit, I post on Instagram every day, sometimes I take a weekend day or two off. And I have those all, most of the time scheduled throughout the day. I'm trying to be better about posting more in stories, because I get a ton of engagement in stories. I'm still I still haven't figured out if that is converting to sales, but I know it's converting to having more eyes on my brand. Okay. Yeah, is something good? You know, it's not all about the dollar amount. So stories are a little bit more spontaneous. And, you know, I think because I am in a medical office 40 hours a week, and then I'm in a cabin in the middle of the woods, which is literally where I live with horrible internet service. You know, I can't do a lot of video. And I can't do a lot of that. So I have to work within what I have. But yeah, I'm finding a lot of engagement coming from stories. I have waxed and waned about my rely about sending out newsletters consistently, which is really horrible. Because I newsletters bring results. Like every time I send one, I get sales. But I really hate writing. Oh, so newsletters are a struggle. But the thing that I found that's made, the biggest difference is Facebook ads. I set up a pixel. And I'm not a techie person. So I'm sure I'm saying this wrong. But there's a pixel that looks at people who go to my store, which is hosted on Shopify, and it finds them on Facebook, and it shows them the ads that I create. And so that really has made a big difference in sales. So I pretty much always have an ad running. And you don't have to spend a whole lot of money. I joined a group called the social sales girls. Yep. And they are fantastic at showing you how to look at your ads and know what those numbers mean, and see how you can get the most bang for your buck. So I know if you just bought having done it. Now, this is another tears thing. You know, Facebook ads came out and I was like, Oh, this is really cool. I'm gonna do this. And I set up an ad and I put like an ad I didn't even really understand it. I think I set like a \$50 budget and I thought that was the budget for the whole ad but turns out it was for the day. Oh, yeah. And and I wasn't, I was in my why meal. everybody wears nail polish. I'm gonna sell it to everybody. So that was a whole lot of money that went down the drain. And luckily, I got my first statement of how much I'd spent on it and had a Oh, expletive a moment and shut that thing down.

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Oh, God, yeah.

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I did my best to block it from my memory, which is why I didn't talk about that earlier. I think

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those are some other cries. And yet, don't use Facebook ads. Well because I've tried it they don't work. You have to know what you're doing and and you know,

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I know it's hard it's hard and I would never be able to figure it out on my own but but bless Susan Bradley in the social sales girls then make it so that I think even my dog can figure out

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Facebook ads if they just put forth you know They'll work and do what they tell you to do and look what they tell you to look at. So that's it putting more eyes.

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Yeah, that's important to know how to do that. I'm definitely posting that in the show notes as well for links on because, you know, many, several of our, my guests have talked about that. So you know, if you're going to do Facebook ads, learn how to do them, right, and learn how to do them. Again, there's a lot of people out there that talk about, you know, how to do Facebook ads, but from what I'm understanding, you know, find those people that are right for your industry, social sales girls seems to be really good for the product maker industry, right and directed towards how you as a product need to do that, not how you as just ecommerce or you as a course creator, or a service provider needs to do it. Yes,

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there's so there's so much I bought, I'm very selective about what I buy, and I bought one of the you know, pay \$37 and get 150 pre made templates, I bought one of those, and it's great, because I was able to see, she showed enough of a preview, I can't remember who did it now. But she showed enough of her PV that I knew that these worked for me. But But now, bless you, Facebook, my Facebook feed is full of, of everybody doing the same thing. And so many of them are talking about classes and courses and, and things that aren't product based. And it's totally different. Like, you know, if I wanted to make a class on how to weave your own pine needles into a basket, that is way different than how I would promote my new Polish release. So you've really got to look that, you know, both from pre made Canva templates to a course on how to market it. They're vastly different.

42:04

Oh, oh, so much. So yes, I'm glad you're you're making a point of making a point of that. Because, yeah, it doesn't work for makers. And again, it's very different. You spend an awful lot of money and and just get overwhelmed and frustrated that it doesn't work. So right. Glad you talked about that. Yeah. So

42:28

I think I think you've got to, I don't know that I believe you have to spend money to make money. But if you want to legitimately run a business, it takes investments, which it doesn't have to be 1000s because like I said, I've never I've never accepted a loan or taken out credit. I mean, beyond a credit business credit card. It's all been bootstrapped. But it takes money. And unless you've got a ton of that to be expended, you got to be careful about where you spend it.

43:01

Absolutely. Oh god yes, you know, because again, it's way too easy to see this bright shiny objects and think it'll work for me. And you have to just really look at it with a whole different eye on you know, is this going to work for my brand? Who Who is it targeted for? And will it work for me and most of the time it doesn't which is what I'm finding which is why this podcast was started in the first you are serving a need Christine Yeah. Oh, let's let's hope we're all able to reach out to each other and help each other and really realize what works and what doesn't so thank you. Um did we did I lose you?

43:47

I don't think

43:50

I'm so worried about this. This You know, when I when I did this because my boosters over there and I'm over here and I'm wondering oh my god if my internet connection is going to hold out. So So bam. As we wind this down, what would you say for our rising stars are the top let's just kind of reiterate what are the top three marketing tips that for our rising stars?

44:15

First thing, think of your ideal customer, it may not be you maybe it is but create her I have one Her name is Jen. Everything I do, from Facebook posts to newsletters to how I write my copy on my website. Everything is aimed at Jen. That's key. You don't sell anything to everybody you don't that's what Walmart does. So think of your ideal customer. Think of Where, think of where you're spending your time and spend it wisely because you only have so much time. And especially Aker, who's wearing a lot of hats. Like we all tend to do, be wise about that. And be wise about where you spend your money because like I said, the the Facebook ads have brought the most revenue to my business. But I wasted a lot of money that first time and then I got scared from doing it again, but now smarter about it. So so that's brought the most money, but I think Instagram has bought the most engagement. But I don't spend a dime on Instagram because I spend time on Instagram. So be mindful of what you spend where

45:58

I love that. Okay, I'm actually taking notes here so Okay, so in get use Instagram, it gets you the most engagement in your on your Facebook ads are bringing in the most revenue. Pam, this has been such an eye opening and enlightening conversation. I'm so glad you dove in with me like you did. Yeah. Thankful for your time for your wisdom for your knowledge. And when we get off, I'm going to buy me some new Polish so.

46:30

Well, thanks so much for having me, Christine. And thanks for this podcast. I think it's going to be very helpful for a lot of people.

46:37

Ah, thanks, Pam. And we'll see you all next time on two hands made this

46:44
bye bye